

November 12, 2020
Paradigm Shift, Co., Ltd
Tomohito Mure, CEO

The Participation of marketing partner in One Line Coloring, a Nintendo Switch title to be released on November 26, 2020.

Paradigm Shift, Co., Ltd (Address; Shibuya, Tokyo, CEO; Tomohito Mure, "Paradigm Shift") has decided to collaborate with the Polish game developer MythicOwl as its marketing partner in Japan which will release the game One Line Coloring on Thursday, November 26, 2020 at the Nintendo eShop.

https://youtu.be/eR_naZyRWtk



One Line Coloring is a simple and beautiful puzzle game developed by MythicOwl, a Polish game developer. You need to connect all the dots with a single brushstroke. After connecting all the dots, the puzzles become miniature models, decorated on beautiful maps of various themes. Each puzzle is carefully designed, and the diorama is decorated with miniature puzzles of cute animals and colorful plants. The game also features a relaxing background music, providing very enjoyable game experience.

One Line Coloring is available for pre-order from the Nintendo eShop today, Thursday, November 12, and download on Thursday, November 26. For more information, please visit

the One Line Coloring official website (<https://onelinecoloring.com/>).

■Game profile

Title	One Line Coloring
Release date	November 26, Thursday
Suggested retail price	1,000Yen(tax-inclusive)
Hardware	Nintendo Switch™
Official website	https://onelinecoloring.com/
Official PV	https://youtu.be/eR_naZyRWtk
Nintendo Switch™ URL	https://store-jp.nintendo.com/list/software/70_010000035627.html
Copyright	The Copyright of Nintendo Switch™ logo and the Nintendo Switch™ is a trademark of Nintendo, Inc.

■About MythicOwl, Inc.



MythicOwl is a Polish game development company. Poland is famous as a country that has produced great artists such as Chopin, the composer. And now, the country is also at the forefront of game development, with many of high-quality games being developed. MythicOwl's previous game Hexologic was a worldwide hit, winning several game awards. In Japan, it also won the "Takeshi Sakai Award" at the "Digital Ehon Award" (held in 2018).

This is the first time that MythicOwl and Paradigm Shift are collaborating. To further expand the share in Japan, Paradigm Shift and MythicOwl decided to work together on this title as marketing partners.

■The video message from Tomasz-san (Tomasz Mularczyk), CEO of MythicOwl

Tomasz-san develops games every day basing on his vision of delivering education and learning through games. To celebrate the release of One Line Coloring, he has released a video message for Japan.

<https://youtu.be/uXBBnjmoEg>



■About Paradigm Shift

Paradigm Shift

Since 2011, Paradigm Shift has been providing M&A advisory services specializing in the IT area. It now has some of the greatest results in this field within Japan, having responded to wide-ranging needs covering everything from companies representing Japan through to venture companies. In addition, in terms of business development, we will interpret the ever-changing and diverse social values and topics and provide one-stop services to meet the needs of customers. In addition, in terms of business development, we will interpret the ever-changing and diverse social values and topics and provide one-stop services to meet the needs of customers.